



Mayor's Green Ribbon Commission Summary of "Homework Assignment" Results November 14, 2005

Overview

The response rate was fantastic: 15 of 18 Commissioners completed the survey. The survey has achieved its purpose of taking the Commission's "pulse" on the action ideas we've discussed to date, and providing other valuable information. The results summarized below already have helped us: 1) identify key issues we need to discuss further with the Commission; 2) identify additional action ideas, or modifications of existing ideas, that the Commission would like us to investigate further; and 3) allocate limited staff resources toward further refinement and analysis of those ideas that appear to hold the most promise. In addition, we will use these preliminary rankings as a starting point for the Commission's final decision-making meeting on December 13.

Key Themes

Three common themes emerged from the survey responses:

- The Commission's recommendations should include both short-term actions (i.e., those that produce emission reductions by 2012) and longer-term actions. But we should clearly distinguish between the two where possible, and shorter-term actions should be given strong emphasis.
- The Commission may need more detailed feasibility and cost-effectiveness information to support their decisions on recommendations
- The Commission's report/recommendations should focus on where it can make the biggest difference in terms of greenhouse gas emissions reduction and climate protection. The Commission should focus on "eliminating barriers to big changes," "making political space for big changes," and "moving bold new ideas vs. joining the long list of endorsers of various existing efforts."

Feedback on process/staff support

Summary of results

All but one respondent said they are getting the information they need to make informed decisions, and that they are getting what they need from the meetings. All respondents said that the PowerPoint presentations at the meetings are helpful.

Other ideas and comments

- We need to make sure we are aware of/integrating global best practices
- The staff support has been excellent, given time and resource constraints
- These recommendations are complex; we need more detailed information on effectiveness, feasibility and cost
- We need to talk and focus more on what influence or difference the Commission can make on these action ideas
- There isn't enough opportunity for discussion at the meetings
- It may be useful to develop a "very high greenhouse gas reduction potential" rating, to distinguish the very best ideas

Feedback on energy-related climate solutions

Summary of rankings

Here is the Commission's "pulse" on the energy-related climate solutions we've discussed to date, expressed as the average scores in descending order.

Energy Action	Average Score (scale of 1-5)
Create partnership of City Light, Puget Sound Energy, BOMA, University of WA, and top 50 energy users to create major energy efficiency campaign	4.33
Work with the State Building Code Council and legislature to improve the state building code for residential buildings	4.29
Work with State Building Code Council to improve state building code for non-residential buildings	4.14
Substantially increase participation in Puget Sound Energy's residential conservation programs	4.13
Substantially increase participation in Puget Sound Energy's commercial and industrial conservation programs	3.93
Work with the Building Owners and Managers Association (BOMA) and others to improve energy efficiency in existing buildings	3.87
Improve Seattle City Light's successful Green Up program to increase new renewable source development	3.70
Fund a Resource Conservation Program in the City to improve energy efficiency in City-owned buildings	3.67
Promote and support installation of on-site solar photovoltaic systems	3.64
Require efficiency retrofits when the property transfers ownership	3.50
Launch a regional or national market transformation project for more efficient AC to DC power converters	3.40
Create a green building labeling program	3.40
Integrate advanced approaches to energy generation, use and distribution into neighborhoods - scale redevelopment strategies	3.14
Launch initiative to accelerate the market for heat pump hot water heaters	2.93

Other ideas and comments

- Increase energy efficiency investment and achievement as a high priority in the next Integrated Resources Plan; City Light's efficiency performance should be in the top tier of national utilities -- at least 1% of annual load
- Consider decoupling utility net revenues from sales volumes to eliminate financial disincentives to decrease throughput
- Focus energy efficiency campaign on universities and hospitals vs. top 50 energy users
- Require all new buildings to be oriented to ensure solar access for future retrofits and neighboring development
- Use Green Power and Green-Up funds to support technology development
- Engage information technology leaders in accelerating progress toward making solar technology cheaper
- Charge \$3-\$5 per utility bill for clean energy fund to support residential and commercial photovoltaic producers (complementing SSB 5101) and to fund auditing for building energy labeling system
- Convert electric water heaters to natural gas or advanced heat pump water heaters

Feedback on transportation-related climate solutions

Here's the Commission's "pulse" on the transportation-related climate solutions we've discussed so far, expressed both as average scores in descending order, and percentage of respondents ranking each idea in their Top 10. Note that there are some anomalies (in italics) in which the average scores and Top 10 percentages are significantly different.

Transportation Action	Average (1 to 5)	In Top Ten (%)
Encourage fleet managers to transition to cleaner fuels and vehicles	4.53	67%
Improved consolidation of transit agencies and operations	4.47	40%
Fully implement, accelerate and fund the Seattle Transit Plan	4.33	87%
Develop smart and quick inter-modal transfers and multimodal hubs	4.29	33%
Implement a major marketing, outreach and education campaign	4.20	60%
Improve the quality of transit, including the riding/waiting experience	4.14	47%
Establish transit priority downtown to improve connections and speed	4.13	60%
Continue and expand Port efforts to reduce marine emissions	4.07	33%
Significantly expand bicycle and pedestrian infrastructure	4.00	53%
Implement/accelerate smart growth, transit-oriented development strategies	4.00	40%
Promote alternative fuel taxis	3.93	33%
Implement parking changes that promote transit, walking and bicycling	3.93	33%
Promote Plug-in Hybrid Electric Vehicles (PHEVs)	3.87	33%
Develop fuel conservation program similar to energy conservation	3.87	40%
Support Sound Transit expansion including extension of Light Rail	3.87	40%
Implement a road pricing program	3.80	33%
Develop and pilot pay-as-you-drive (PAYD) insurance	3.80	20%
Use climate-friendly slag-cement in construction projects	3.80	20%
<i>Connect businesses with EPA Smartway Transport Program et al.</i>	3.79	7%
<i>Improve/replace rail switch engines with new low-cost technologies</i>	3.79	7%
<i>Charge developers transportation impact fees to pay for transit, etc.</i>	3.73	27%
<i>Remove airport deadheading requirement</i>	3.73	13%
<i>Include possible payment at the pump for pay-as-you-drive insurance</i>	3.67	13%
Improve Commute Trip Reduction programs for City, other employers	3.67	27%
Complete and implement bike and pedestrian master plans	3.53	27%
Advocate for changes to Regional Transportation Investment District	3.53	27%
Improve highway incident response/delay management	3.40	13%
Ensure that the Right of Way Improvement Manual promotes walkable/bikeable urban neighborhoods	3.40	7%
Encourage telecommuting	3.40	13%
<i>Expand "Safe Routes To School" to "Safe Routes to Everywhere"</i>	3.36	20%
Develop "safe routes to school" program and partnerships	3.33	13%
<i>Reconsider Alaskan Way Viaduct alternatives</i>	3.20	20%
<i>Have the City partially match employer transit pass subsidies</i>	3.15	20%
<i>Expand electric bus and streetcar network</i>	3.14	27%
Close a downtown road segment(s) to vehicular traffic	3.14	13%
Encourage more car sharing	3.13	13%
Incentivize taxi use instead of owning and/or using a car	3.13	13%
Use Business Improvement Areas (BIAs) and other partnerships to increase private sector transit funding and transit subsidies	3.07	13%
Develop a kiosk system for voluntary carbon mitigation payments by airline passengers	3.07	0%
Implement transit/shuttle service to major public events	3.00	7%
Increase the # of passengers required to use particular HOV lanes	2.47	0%

Other ideas and comments

- The recommendation to advocate for changes to the RTID (Regional Transportation Improvement District) effort needs to be further clarified and discussed
- Created dedicated bicycle overpasses and underpasses when crossing major thoroughfares
- Require bike racks and showers in all major buildings (like parking)
- Implement a car-free zone in downtown
- Aggressively promote Plug-in Hybrid Electric Vehicles (PHEVs), e.g.: purchase a PHEV fleet, create incentives for others fleet operators and City vendors to buy them (e.g., parking preferences, providing outlets in public lots, etc.)
- Transform the entire taxi and limo fleet to efficient hybrids (most promising), with bonus if fueled also by biodiesel/ethanol;
- Propose regionalization of taxi regulation instead of just deadheading, since the former is necessary to induce the latter
- Port: Promote broader array of diesel engine soot emission reductions strategies to reduce port/marine emissions and emissions from goods transport, including reducing idling and electrifying ground support equipment
- Congestion: Consider not alleviating congestion at key choke points while creating attractive alternatives to the SOV and exploring newer ideas like fuel cells and people mover pods
- Transit: Determine a long-term funding source for the Seattle Transit Plan

Feedback on other cross-cutting solutions

Here's the Commission's "pulse" on the cross-cutting climate solutions we've discussed so far. The shaded areas identify where there are significant breaks in the average scores. Also, note that there are some anomalies (in italics) in which the average score for an idea, and the percentage of Commissioners ranking that idea in their Top 5, are significantly different.

Cross-Cutting Action	Average (1 to 5)	In Top Five (%)
Develop a package of actions that can be taken jointly by the US Mayors Climate Coalition	4.43	71%
Encourage other major public and private institutions to establish strong greenhouse gas emission reduction targets and develop strategies	4.29	43%
Aggressively support strong climate protection policies at state level	4.15	43%
Continue/expand sustainable building program for both City buildings and private commercial and residential projects	4.08	36%
<i>Encourage other large City departments to set and meet a target of zero net emissions of greenhouse gases.</i>	4.08	14%
Develop/implement intensive community outreach & marketing strategy	4.07	64%
<i>Make greenhouse gas emissions a criterion for City purchasing</i>	3.93	14%
<i>Aggressively support strong climate protection policies at federal level</i>	3.92	14%
Partner with the Puget Sound Clean Air Agency to develop and market actions regionally	3.86	50%
Support climate solutions through City investment strategies	3.86	36%
Actively promote climate-friendly business development and jobs	3.69	29%
Develop a new source of revenue to fund climate protection projects	3.69	29%
Encourage the City and Seattle businesses to join a greenhouse gas registry and/or emissions-trading program	3.50	14%
Promote neighborhood-based climate solutions through the City's Neighborhood Matching Fund Program	3.42	14%
Create a development authority or public-private partnership to design, finance, build and operate zero-carbon energy strategies	3.46	14%
Add greenhouse gas emissions to the environmental checklist for permit applicants	3.31	14%

Encourage individuals/institutions to participate in mitigation programs	3.29	0%
Develop a "climate hero" award program	3.21	14%
Develop an "adaptation" element for the Seattle Climate Action Plan	3.08	7%
Establish a regional healthy forest/carbon sequestration utility	2.75	7%
Establish a voluntary community mitigation program	2.71	0%

Other ideas and comments

- Organize the leading West Coast cities/mayors to support and enhance the West Coast Governors climate initiative, to help support development of a very strong climate policy framework for the West Coast states: goals, timelines, emissions limits, trading markets
- Make pension fund investment decisions that promote climate friendly companies and technologies, and expand to other major cities to send a powerful message
- The City could/should help consolidate and aggregate funds for voluntary, small-scale greenhouse gas emission reduction offset projects by Seattle area businesses and other entities, to increase feasibility and lower the price

Feedback on education and outreach strategy

Summary of results

All respondents said they agreed with the proposed goals and approach of the education and outreach campaign.

Other ideas and comments

- Engage people as citizens in making climate solutions a priority for elected officials
- Work with community based groups to ensure diverse communities are encouraged to participate
- Involve the Pacific Science Center, and strongly consider The Climate Show
- Create an overarching theme to pull it together